

**ABSTRACT**

An automated system and method for interactive scheduling through a web site is disclosed. Vendors' appointment books are accessible through a web site so that customers may schedule appointments at any time and from any location. Customers  
5 access the vendor's appointment book by accessing the vendor's web site or selecting the vendor from a list of vendors maintained at a scheduling web site. Several cross-selling features are supported. In addition to scheduling a primary service, customers may schedule add-on and adjacent services that the vendor defines. Vendors who would like to establish a web site that uses special scheduling application software  
10 simply complete templates that comprise the content for the web site. A web site is then created for the vendor using service definitions and service provider information provided by the vendor.